

# Exhibit Abstracts

## **Small Farmers' Outreach and Technical Assistance Program**

Since 1995, the Small Farmers Outreach and Technical Assistance Project at Alabama A&M University has had overwhelming success in assisting small and limited resource farmers in North Alabama's underserved communities remain in profitable farming business. The project offers a wide range of outreach services and technical assistance, including record keeping, farm financial analysis and planning, value-added agriculture, identifying markets and marketing alternatives, etc. This display purports to showcase some of the project's many success stories and share our experiences with conference participants working with limited resource producers. This project is only one of the many projects within Alabama A&M University's Small Farms Research Center which offer assistance to small and socially disadvantaged farmers. It is funded by USDA/CSREES's 2501 program.

### **For more information:**

Duncan M. Chembezi  
E'licia L. Chaverst  
Larry Dejarnett  
James O. Bukenya  
Alabama A&M University  
P.O. Box 700  
Normal, AL 35762-0700

## **The ATTRA National Sustainable Agriculture Information Service: A Free Resource for Farmers and Educators**

The ATTRA National Sustainable Agriculture Information Service provides technical assistance to farmers and ranchers across the US on sustainable agriculture and marketing of sustainably produced products. We do this through an 800 tollfree telephone line (English and

Spanish) for questions, a popular website (averaging 100,000 unique visitors per month), publications and presentations.

### **For more information:**

Teresa Maurer  
ATTRA, P.O. Box 3657  
Fayetteville, AR 72702

## **Small Farm Project – University of Arkansas at Pine Bluff**

This exhibit shows field and office activities associated with the Small Farm Project. These activities include training and technical assistance being provided in farm production, planning, land improvements, and diversification with alternative enterprises. The pictures show farm visits at and before harvest of soybeans; farm planning being conducted in the office using FINPACK Software to help a farmer analyze his operation; a farmer that improved his land by using EQIP to install irrigation and land leveling on his farm; and farmers who diversified their operation by adding goats and vegetables. Impact statements are also included.

### **For more information :**

Henry English  
Small Farm Project Director  
University of Arkansas – Pine Bluff  
Mail Slot 4906  
1200 North University Drive  
Pine Bluff, AR 71601

## **USDA - Economic Research Service**

The Economic Research Service is the main source of economic information and research from the U.S. Department of Agriculture. ERS research and analysis help public and private decision makers conduct business or formulate policy related to agriculture, food, natural

resources, and rural economics. The ERS booth offered a variety of publications available as well as a demonstration of the ARMS Interactive Farm Data Resource Tool. This website is an interactive data query product that offers a “wealth of data that describe farming in America—who, where, how, and with what outcomes.” Individuals can use this tool to learn about U.S. agriculture structure, agricultural production technology, and the viability of farm business.

ARMS is an annual survey and is USDA’s primary source of information on the financial condition, production practices, resource use, and the economic well-being of America’s farm households. Sponsored jointly by ERS and the National Agricultural Statistics Service (NASS), ARMS is the only national survey that provides observations of field-level farm practices, the economics of the farm business, and the characteristics of the American farm household—all collected in a representative sample. And now, for the first time, ARMS survey information about farm production, business, and households include data for 15 selected States and the whole nation.

Information available includes:

- Structure and financial status and performance of U.S. farm operators, their households, and farm businesses.
- Status and trends in crop production practices for several field crops.
- Annual production costs and returns and published accounts for major field crop and livestock commodities.
- First ever state-level estimates of farm financial status and performance (for 15 selected states).

**For more information:**

Doris J. Newton, Economist  
USDA, Economic Research Service  
1800 M Street, NW  
Washington, DC 20036-5831

## **USDA – NASS: Fact Finders for U.S. Agriculture**

The National Agricultural Statistics Service is a World leader in sampling, data collection, and estimation procedures for economic, environmental, and agricultural surveys and censuses. The Agency also creates a number of remote sensing and Geographic Information System statistical products and conducts ongoing applied research on statistical methodology and estimation approaches. Statistical information on acreage, production, stocks, prices, and income is essential for the smooth operation of Federal farm programs. It is also indispensable for planning and administering related Federal and State programs in such areas as consumer protection, conservation and environmental quality, trade, education, and recreation.

Reliable, timely, and detailed crop and livestock statistics help to maintain a stable economic climate and minimize the uncertainties and risks associated with the production, marketing, and distribution of commodities. Farmers and ranchers rely on NASS reports in making production and marketing decisions. The reports help them decide on specific production plans, such as how much corn to plant, how many cattle to raise, and when to sell.

NASS estimates and forecasts are greatly relied upon by the transportation sector, warehouse and storage companies, banks and other lending institutions, commodity traders, and food processors. Those in agribusiness who provide farmers with seeds, equipment, chemicals, and other goods and services study the reports when planning their marketing strategies.

Analysts transform the statistics into projections of coming trends, interpretations of the trends' economic implications, and evaluations of alternative courses of action for producers, agribusinesses, and policy makers. These

analyses multiply the usefulness of NASS statistics.

**For more information:**

Dale Hawks  
Ray Garibay  
USDA-National Agricultural Statistics Service  
1400 Independence Ave., SW, Wash., D.C. 20250

**USDA – Risk Management Agency: Working Together to Preserve Family Farms**

Outreach Mission: To ensure that all farmers and ranchers, including women, limited resource, socially disadvantaged and other traditionally underserved producers consistently receive program information and technical assistance necessary to access and participate in all USDA/RMA programs and activities.

RMA’s community outreach program funds and supports a wide range of innovate outreach and assistance activities in farm management, financial management, marketing contracts, crop insurance and other existing and emerging risk management tools.

Through partnerships and collaborations with land grant institutions, Hispanic Serving Institutions(HSIs), associations of farmers and ranchers, state departments of agriculture and other non-profit organizations, limited resource and traditionally underserved producers and ranchers receive risk management training, as well as information opportunities and assistance necessary to understand (1) The kind of risks addressed by existing and emerging risk management tools; (2) the features and appropriate use of existing and emerging risk management tools; and (3) How to make sound risk management decisions.

**For more information:**

Marie Buchanan, Program Outreach Manager  
USDA/Risk Management Agency (RMA) Community Outreach and Assistance Partnership Program  
1400 Independence Ave SW, stop 0801  
Washington, DC 20250-0801

**USDA Small Farms Coordinators**

Enhancing the viability and economic livelihood of America’s small farmers and ranchers is one of USDA’s top priorities. USDA has a Department-wide group of Small Farms Coordinators, representing each mission area; individual agencies; and the Offices of Outreach, Civil Rights, Budget and Program Analysis, Communications, Chief Economist, and the General Council. Small farms coordinators provides a focal point to coordinate small farm policy and programs within USDA. They are responsible for planning, recommending and coordinating the implementation of small farms polices and programs.

**For more information:**

Shirley E. Brown  
Kathryn Hill  
U.S. Department of Agriculture  
Room 112-A Whitten Federal Building,  
1400 Independence Avenue, SW,  
Washington, DC 20250-3810

**USDA - Agricultural Marketing Service**

National Organic Program  
USDA Farmers Market Program—AMS Marketing Services Branch  
How to Direct Market Farm Products on the Internet  
Locating a farmers market in your state

How Local Farmers and School  
Food Service Buyers are Building  
Alliances  
Direct / niche marketing for  
farmers, and other publications

**For more information:**

Carmen Humphrey  
USDA, AMS  
phone: (202) 720-8317; fax: (202) 690-  
0031

**USDA-Food Safety Inspection  
Service / Food Safety Animal  
Production**

USDA's Food Safety and Inspection Service (FSIS) is a public health agency charged with ensuring that the United States' supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged. FSIS undertook a large number of food safety and public health initiatives to strengthen and modernize the Federal inspection program, and adopted a farm-to-table strategy in pursuit of its broad public health mission.

FSIS does not have statutory authority with regard to on-farm operations. Rather, its role is to provide leadership and assistance for the development and adoption of animal production practices that will reduce residues and pathogen hazards in food animals. FSIS' Animal and Egg Production Food Safety Branch (AEPFSB) has developed a comprehensive voluntary approach to promote food safety practices at the production level. AEPFSB is responsible for research coordination, producer education, liaison, and outreach activities to help ensure that only the safest and best quality animals enter the food chain. For more information, contact the Animal and Egg Production Food Safety Branch, FSIS Small Farm Coordinator at 202-690-2683 or visit our website at <http://www.fsis.usda.gov>

**For more information:**

Bryan Surgeon  
Sibyl Wright  
Food Safety and Inspection Service  
Phone: 202-720-4923 ; Fax: 202-720-  
8213 ; Email: [sibyl.wright@fsis.usda.gov](mailto:sibyl.wright@fsis.usda.gov)  
USDA/FSIS/OPHS/AEPFSB 1400  
Independence Ave., SW, Aerospace  
Center, Room 343, Washington, DC 20250

**Rural Coalition /  
Coalicion Rural**

For nearly 28 years the Rural Coalition has worked with our diverse members to enact more just food, farm and trade policies. We've listened closely as small and limited resource farmers and farmworkers described the kind of farm policies and trade relationships that are most beneficial to them. In response, The SuperMarket Coop, an online market, was formed to bring these principles of equity and fair trade to both farmers and consumers. The SuperMarket Coop ([www.supermarketcoop.com](http://www.supermarketcoop.com)) offers consumers home-grown food and handmade crafts that reflect the diversity of small farmers and rural communities across the continent while it guarantees them a fair price. We're pleased to display some of those items at this conference and also to share information on our advocacy work. Please stop by the Rural Coalition's Fair Trade SuperMarket to shop and learn more about bringing fair trade to farmers and to learn how you can participate in our electronic policy network in preparation for the upcoming Farm bill.

**For more information :**

The Rural Coalition  
1012 14th Street, NW, Suite 1100  
Washington, DC 20005  
Phone : (202) 628-7160  
[ruralco@ruralco.org](mailto:ruralco@ruralco.org)

## Safe and Efficient Drug Use on Small Farms

Owners and managers of small farms face two major problems when considering the use of drugs in their animals – lack of available drugs for the species most of them are involved with and paucity of information on tactics they can use to avoid harmful drug residues in animals and their products going to market. The first affects their animals and their income directly while the latter can impact on the whole industry as the public loose trust in the US farmer's ability to produce safe food. The talk will explain how limited are the drug choices, how farmers can optimize the situation through the use of their veterinarian for both advice and using her/his ability to use drugs outside their label legally. Similarly, veterinarians have direct access to FARAD fir residues avoidance strategies and up-to-date enforcement policies.

### For more information :

Alistair I. Webb  
College of Veterinary Medicine  
University of Florida  
Gainesville, FL 32610  
webb@ufl.edu

## Establishing a Viable Organic Goldenseal Production System for Small Family Farms

Objective: Presentation of results of USDA SBIR funded projects.

This booth will be complementary to the oral presentation to be given by Randy Beavers entitled, "Agricultural Wildcatters, Have They Hit A Gusher With Medicinal Plants?". The booth will highlight our work to develop a USDA National Organic Program production system for the endangered medicinal plant *Hydrastis canadensis* (goldenseal) and our efforts to make medicinal plant production a viable alternative crop for small, family operated

farms. Much of our effort has focused on the development and marketing of farm made value-added products. We will have a display of these products and offer them for sale to those attending the conference. In addition, we will offer a DVD recording of a hands-on medicinal plant production workshop held at Sleepy Hollow Farm. Randy and Cindi Beavers will man the booth and be available to discuss the projects. The information presented will be usable by extension agents, policy makers, researchers, and small farmers.

**Outcomes:** Attendees will be presented with a model for medicinal herb production usable by those wishing to enter agriculture on a part time basis or for diversification by existing farmers.

### For more information:

Randy & Cindi Beavers  
Sleepy Hollow Farm  
1421 Boyles Mill Rd.  
Dalton, Georgia 30721.

## New Ventures / Purdue University

A three paneled display:

1. Three Rs of New Ventures; Do you:
  - Have an idea for a new agricultural or food business?
  - want to know if you have what it takes?
  - have a handle on the technology involved?
  - want to know if there's a market for your product or service?
  - want to expand your current business?

Through New Ventures, agricultural entrepreneurs tap into:  
Research, Resources Relationships

### 2. Opportunities

- Agri-Tourism
- Alpaca
- Aquaculture
- Indiana Farm Fresh Beef
- Biofuels

Bison  
Commercial Kitchens  
Organic Production  
Pastured Pork  
Free Range Poultry  
Wineries

### 3. Three Who Succeeded

#### Clearspring Produce Auction

With the help of Purdue Extension, about 40 small farmers pooled ideas and resources to establish the Clearspring Produce Auction, which rang up about \$430,000 in sales in 2003. They've increasingly turned to Purdue for technical and management advice.

#### Momentum Food Service, Inc.

After attending a Purdue workshop, Jose Morales forged ahead and turned an idea into a successful food products business. Morales put an empty facility back into production and people back to work in a rural community.

Windy Knoll Winery In 1994, Leser Winery & Vineyard – now known as Windy Knoll – started in southwestern Indiana with 1.5 acres. Today with 10.5 acres and plans to expand to 25, the business produces award-winning wines. Owner Rick Leser credits research and support from the Indiana Wind Grape Council, the Southwest-Purdue Agricultural Center, and other wine producers for his success.

#### **For more information:**

Steve Engleking  
Purdue Cooperative Extension Service  
114 West Michigan Street, Suite 10  
LaGrange, IN 46761

### **Firing Your Customer and Other Tips to Ensure a Successful Business**

Why are some value added agriculture businesses successful while others fail? This proposed session will delve into recent research examining this issue.

Some of the points that will be covered include research indicating adequate capitalization and operating capital, focus of purpose, management execution and determining which customers to fire and which ones to keep are key issues for success. Based on case studies of more than 30 value added agriculture businesses, the presenter will provide checklist of how to make a business more successful and will explain a new tool, called the Agricultural Marketing Resource Center that can provide producers training and education to help improve their odds of success. The Web-based Center features more than 75 commodities, and has more than 6000 links of marketing resources. Included in the Website, located at [www.agmrc.org](http://www.agmrc.org) are extensive case studies and educational tools and templates. The Center averages more than ½ million visitors each month.

#### **For more information:**

Mary Holz-Clause  
Iowa State University  
1111 NSRIC Building  
Ames, IA 50011

### **Good Natured Family Farms Selling Your Local Farm Foods to Supermarkets**

The Good Natured Family Farms exhibit will highlight the line of local farm foods sold at a 29 supermarket chain in Kansas City, Kansas. Good Natured Family Farms is an alliance of 40 small family farms within a 200 mile radius of the Kansas City metropolitan area. These small family farms produce all-natural beef, free-range chicken, farmhouse cheese, glass-bottle milk, free-range eggs, pasture-raised pork, grass fed bison, and several value-added products. The exhibit will showcase up-to-date marketing strategies including monthly newsletter mailed to customers through database mining, coupons printed on identified customers receipts, producer photos and bio's on check-out computer screens, Kansas City 'Buy Fresh Buy Local

promotion', lots of local free publicity, and our new supermarket electronic CSA. This will be an exhibit that will demonstrate how a group of small family farms can partner with local independent supermarkets and both can benefit and be successful.

**For more information:**

Diana Endicott  
Rainbow Organic Farms d.b.a. Good  
Natured Family Farms  
1976 55<sup>th</sup> Street Route 1  
Bronson, Kansas 66716

## **Alternative Farming Systems Information Center**

The Alternative Farming Systems Information Center (AFSIC) is a dynamic collection and distribution center specializing in information about sustainable food production systems and practices. AFSIC is a service-oriented team of librarians and subject specialists who facilitate rapid access to information resources on alternatives to conventional agriculture. AFSIC responds to reference and information inquiries on topics such as sustainable cropping systems, alternative crops and livestock, organic farming, and aquaculture. AFSIC also identifies, organizes and distributes information on alternative farming practices and markets, including topic specific information products. AFSIC serves a wide range of customers including governmental and academic researchers, growers, students/educators, policy makers, the private sector, and the general public.

Since 1985, AFSIC has been an integral part of the National Agricultural Library, serving both the U.S. Department of Agriculture (USDA) and the public, and is considered a critical element of the overall USDA effort to insure a sustainable future for agriculture and farmers worldwide. Services of the Alternative Farming Systems Information Center include:

Answering questions on the telephone, in person, by mail or by email; Performing custom research and literature searches across many types of sources, including databases that may be unavailable on the Internet or to the general public; Making referrals to appropriate subject experts; Providing access to unbiased factual information and resources ; and, Sharing subject and technical expertise with other organizations that serve the sustainable agriculture community.

**For more information:**

William Thomas  
Stephanie Boehmer  
Mary Gold  
USDA/REE/ARS/NAL/PSD/IRSB/AFSIC  
Alternative Farming Systems Information  
Center, National Agricultural Library,  
10301 Baltimore Avenue, Room 122  
Beltsville, MD 20705-2351

## **Spray Drift Demonstration Table**

The Spray Drift Demonstration table provides an opportunity for farmers to view drift. It varies wind speed, 0, 3, and 8 mph. Pressure can vary from 20-50psi. Tip selection is endless. Included will be the latest technology for A. Soybean Rust and choices of nozzles and how they affect drift because of increased pressure to penetrate foliage. Drift is quantified by the residue on water sensitive paper.

**For more information:**

Eddie Johnson  
Univ. of Maryland  
Wicomico Cooperative Extension  
28647 Old Quantico Road  
Salisbury, MD 21801

## **New England Small Farm Institute (NESFI)**

First Prize for an exhibit by a non-profit organization was awarded to New England Small Farm Institute, a land-based educational organization in Massachusetts. NESFI's colorful exhibit informed attendees about three important aspects of its educational outreach program:

- *Exploring the Small Farm Dream*: a decision-making workbook and short course designed to help aspiring farmers decide if starting a commercial business is right for them. NESFI's *Explorer* project offers train-the-trainer opportunities to service providers who would like to offer the course to their new farmer constituents.
- "Linking Know with Do": a poster and hand-out describing NESFI's approach to self-directed, competency-based education for adult learners. A series of "Learning Guides" that provide both information and structured options for supervised practice offers students an opportunity to become informed and competent practitioners.
- *Cultivating a New Crop of Farmers*: a decision-making workbook and short course designed to help experienced farmers decide if they are ready to assume the important role of on-farm mentor. This workbook, along with a new *On-Farm Mentor's Guide*, supports NESFI's development of a Northeast On-Farm Mentors' Network, a group of farmers dedicated to improving on-farm training opportunities throughout the Northeast.

All these innovative programs have been developed with CSREES support, either through its IFAFS initiative, "Growing New Farmers," or through Northeast SARE.

### **For more information :**

Judith Gillan  
New England Small Farm Institute  
275 Jackson St.  
Belchertown, MA 01007

## **Land Stewardship Project's Farm Beginnings™**

Farm Beginnings™ is a comprehensive farmer-led mentorship and training program that helps beginning farmers get started farming. A combination of seminars addressing sustainable production, goal setting, business planning and management, including financial planning and alternative marketing practices as well as hands-on farm experience with established farmers through mentorships and farm tours provide the foundation for this 10-month course. Unique to other courses, experienced established farmers are the presenters and mentors as well as continuing to guide the program. To date, entering the ninth year in Minnesota, Farm Beginnings™ has trained 225 people; over 60% of whom are farming, over 6,000 acres in a diverse spectrum of enterprises: dairy (cow and goat), beef, hogs, meat goats, sheep, poultry, wholesale vegetables, Community Supported Agriculture, organic grains and specialty products such as flowers.

After seeing the successes in Minnesota, state collaborators in IL, MO, and NE are currently being trained to offer Farm Beginnings™ in their states. This will provide the possibilities for more beginning farmers to carefully think through a plan, develop networks with established farmers, and gain hands-on experience to set themselves up for success in their farming endeavors.

Information will be available about the nuts and bolts of the Farm Beginnings™ program, success stories of beginning farmers going through the program and the transferring of the Farm Beginnings™ model to other places.

### **For more information:**

Cathy Twohig, Eric Klein  
Land Stewardship Project  
103 W. Nichols  
Montevideo, MN 5626

## **American Indian Credit Outreach**

We have credit liaisons do education, outreach and one-on-one work with Indian farmers, ranchers and youth on credit work, organizing and pursuing agricultural interests

### **For more information:**

Lou Ann Kling  
National American Indian Credit Outreach Project  
National Tribal Development Association  
691 8th Street  
Box Elder, MT 59521

## **Silvopasture: integrating livestock and forest management**

Farmers and ranchers can increase profit in livestock production through agroforestry practices such as silvopasture systems and windbreaks. Silvopasture systems in the southeast U.S. integrate intensive grazing systems and pine plantation management to increase profit, diversify income and provide environmental protection. Windbreaks can reduce stress on cattle, especially young calves, during cold weather and increase their feed efficiency.

### **For more information:**

Richard Straight, Lead Agroforester  
State & Private Forestry, USDA Forest Service  
USDA National Agroforestry Center  
38th & East Campus Loop East Campus,  
UNL  
Lincoln, NE 68583-0822

## **Benchmarks for Small Greenhouses**

Competition in the nursery and greenhouse industry has become fierce. The dominance of big box stores has put downward pressure on prices while costs

are increasing. To stay competitive, it is essential to develop management and business analysis competency among greenhouse businesses. Comprehensive financial data and market analysis for the greenhouse industry are needed to enable managers to evaluate their businesses and make wise business decisions. These data will also allow us to investigate operating efficiency (including input resources, labor, land, marketing practices, etc.), assess profitability and financial risks of greenhouse businesses, and provide valuable information to researchers and government officials for program planning and evaluation purposes. We collected thorough financial data from Northeastern growers according to size and market channel to address these needs. From the data we have established production and financial benchmarks for the Northeastern greenhouse industry using the Rutgers Greenhouse Cost Accounting Program. We used the data to analyze input-output relationships and profitability of greenhouse businesses, to analyze the operation efficiency and dynamics of different types of greenhouse businesses, and assess risks related to different financial management strategies. In addition, we assisted individual participants in identifying strengths and weaknesses of their businesses by helping them evaluate the performance of their business against industry benchmarks, how to track their costs using the Greenhouse Cost Accounting Program, and assisting them in developing strategic planning skills. The analysis methods developed in this project will be applicable to other horticultural business sectors.

### **For more information:**

Dr. Robin G. Brumfield  
Rutgers, The State University of New Jersey  
55 Dudley Road  
New Brunswick, NJ 08901-8520

## **NRCS, North Carolina Activities working with Small Farmers**

Display will highlight programs and activities NRCS conducts that are assistance to small farmers. Specific activities in North Carolina will be highlighted

Topic: The Sustainable Farming Program

### **For more information:**

Andy Smith  
USDA Natural Resources Conservation Service  
4405 Bland Road, Suite 205  
Raleigh, NC 27609

## **Planning for Agriculture**

Planning for agriculture is as important as planning for development. It creates the framework for an economically and environmentally sustainable agricultural industry— an industry that creates job opportunities, preserves the rural character of communities, provides habitat for wildlife and more. Effective plans focus on keeping land available and affordable for farming or ranching, as well as ensuring it is economically viable.

The Exhibit will future the following key points: quantify the economic contributions of the agricultural industry, identify land that is the highest priority for protection, engage stakeholders and the community to assess the benefits and drawbacks of land use and economic development techniques, avoid policies and programs that create barriers to profitable farming or cause urban conflicts, be comprehensive by utilizing multiple tools, focus on techniques to ensure the long-term viability and environmental sustainability of agriculture, and develop a plan for agriculture that is either a component of the overall land use plan or a stand alone document.

### **For more information:**

Gerry Cohn  
American Farmland Trust  
Southeast Regional Office  
24 Court Square NW , Suite 203  
Graham, NC 27253

## **Marketing Cooperatives: Successful Marketing of Fruits and Vegetables by Minority Farmers**

Are you tired of growing produce you can't sell? Do you want to sell to buyers who pay premium prices for your produce? Operation Spring Plant, Inc. (OSP) provides training and technical assistance to farmers in finding new markets and reduction of surplus produce to reap bountiful cash profits. Learn about a community-based cooperative that assists minority and limited-resource farmers develop appropriate production, marketing and farm management skills. OSP will highlight impacts, partnerships and funding support from USDA, Golden Leaf, Z. Smith Foundation, and various private agencies. We collaborate with North Carolina A&T State University and NC State University Cooperative Extension System, NC Department of Agriculture and Consumer Services, county, state and federal government agencies, agribusinesses, community groups, and other entities in helping farmers in North Carolina, Virginia, South Carolina and selected Southern states.

### **For more information:**

Dorothy Barker  
Phillip Barker  
Thomas Bullock  
Operation Spring Plant, Inc.  
Henderson, NC 27536

## **Practical Information Available for Small Farms**

Small-scale farms make up nearly 94% of the farms in the United States. They contribute significantly to the nation's food supply and to local economies. They strengthen rural communities and contribute to a diverse and pleasing rural landscape. Animal and animal products account for more than \$100 billion annually in agricultural products.

A series of fact sheets addressing the needs of smaller scale animal producers is being developed by an interdisciplinary team of experts from land grant universities around the country. Currently there are seven fact sheets available online at:

[http://www.cals.ncsu.edu/waste\\_mgt/sma/llfarms/factsheet.htm](http://www.cals.ncsu.edu/waste_mgt/sma/llfarms/factsheet.htm).

Current topics include: stewardship for small farm owners, pasture grazing, manure management, farm runoff, water quality, stewardship for horse owners and managing animal mortality. Additional topics are under development and include fact sheets on: livestock fencing, livestock watering systems, small scale swine production methods, grazing systems for swine and poultry, nutrient management, managing runoff with vegetative systems and livestock waste management in humid coastal regions.

These fact sheets are available in PDF format free of charge from the website. Versions that can be modified to reflect local needs are also available for a nominal charge.

### **For more information:**

Mark Rice  
North Carolina State University  
Campus Box 7927  
Raleigh, NC 27695

## **What can the Plant Materials Program do for Small Farms?**

As a result of the 1930's Dust Bowl, the United States Department of Agriculture created Conservation Nurseries throughout the country to grow and distribute plants for the stabilization of severely eroding lands. Over the past 65 years these nurseries evolved into the Plant Materials Program of the Natural Resources Conservation Service. Today, the program includes 26 Plant Materials Centers (PMCs) located nationwide to service all 50 states and territories.

The PMCs and Plant Materials Specialists cooperate with an array of public and private conservation partners to select and produce improved plants for conservation. In addition, they develop technology to address resource issues on all land uses, particularly agricultural operations. The Plant Materials Program has developed practice standards, planting techniques and other technology to specifically address the conservation issues of small farms.

This exhibit will highlight the following products and services relevant to small farms:

Seed production as an Alternative Enterprise  
PM Program distributes foundation seed free of charge to eligible participants as well as the appropriate propagation, seeding and management techniques

Vegetative Barriers for Soil & Water Conservation  
Developed by Plant Materials Specialists, this practice slows runoff, traps sediment, reduces gully erosion and encourages terrace formation. It takes less land out of production and cost less to install than a terrace. Cost per foot of row for a vegetative

barrier planted with switchgrass is \$.02 versus \$2.00 for a terrace.

#### Culturally Significant Plants

The Plant Materials Program has worked with several groups and Tribal Nations in order to ensure that plants historically used by the group for food and or fiber are preserved.

#### **For more information:**

Livia Marqués, Regional Plant Materials Specialist  
USDA-Natural Resources Conservation Service  
East National Technology Support Center  
**200 E. Northwood St., Suite 410  
Greensboro, NC 27401**

### **Blue Ridge Women in Agriculture**

Blue Ridge Women in Agriculture is dedicated to empowering women and their families with resources, education and skills related to farming to overcome economic and social disparities that create barriers and make their children a population at risk.

Blue Ridge Women in Agriculture is a grassroots project. BRWIA is seeking to create working partnerships with groups who have related goals in agricultural endeavors; present entrepreneurial and sustainable agriculture workshops; and create a working partnership newsletter. By linking organizations with similar goals, BRWIA can combine resources to expedite action toward making local agriculture opportunities profitable and sustainable.

#### **For more information:**

Sue Counts  
Hollis Wild  
Mary Mafuyai-Ekanem  
Blue Ridge Women in Agriculture  
971 West King Street  
Boone, NC 28607

### **Pasture-based dairy farming - an alternative for family farms**

Pasture is an increasingly important component of family-based dairy farms in the Mid-Atlantic region of the humid eastern U.S. Farmers themselves have been leaders in the growth and adoption of grazing as a competitive dairy management system. Existing knowledge of profitability and environmental impacts of dairy grazing systems is limited but suggests that pasture-based dairies can be profitable with fewer environmental problems than confinement dairy farming systems. Dairy graziers need research answers for questions about grazing systems in order to continue to be practical, profitable, and environmentally sound. Preliminary results from a SARE-funded research project provide insights into how stocking rate may influence production and health of cattle, nutrient flows within the system, and potential economic consequences. Leading dairy graziers are asking for new information to reduce current grazing system constraints, and they need reliable data and management tools to help them achieve their business goals. Questions relate to forage species combinations for optimal grazing in various environments, management strategies to cope with seasonal variations in pasture quality and quantity, stocking rates, supplementation strategies, crossbreeding, reproductive challenges, and other animal management issues. Some questions can be addressed in short-term trials but dairy graziers prefer the reliability of a systems approach to allow evaluation across entire lactations and multiple years. Within long-term studies of grazing systems, other research projects can be done, thereby increasing the effective output of information from the system.

#### **For more information:**

Steve Washburn  
North Carolina State University  
Box 7621, Department of Animal Science  
Raleigh, NC 27695-7621

## Center for Environmental Farming Systems

The Center for Environmental Farming Systems (CEFS) is an internationally recognized Center of Excellence for Sustainable Agriculture supporting the growth of vibrant farms where healthy products are produced in ways that steward the land and its people. CEFS is a leader in research, innovation and service for the agricultural community. The Center provides support for new and transitioning farmers, contributes high quality research to the sustainable agriculture knowledge base, and offers educational programs to audiences within and beyond North Carolina. The 2000 acre CEFS facility is located in Goldsboro, North Carolina and is a joint program between NC State University, NC A&T State University, NC Department of Agriculture, stakeholder groups and farmers. The Center consists of a farming systems research unit, an organic unit, a small farm demonstration unit, pasture-based beef and dairy, units, and a new alternative swine production unit. .

### For more information:

Nancy Creamer  
NC State, NC A&T SU, NC Department of Agriculture  
CEFS, NC State, Campus Box 7609  
Raleigh, NC 27695

## City of the Bees

Honeybees are one of the most fascinating insects in the world. Honeybees have a society of their own, and in many respects each colony is like a small city.

The city of the bees have streets and alleys so its members can go where they need to go. The city is air-conditioned during the summer to make sure its residents do not get too hot, and heated in the winter to make sure they do not get too cold.

Bees gather nectar and pollen from flowers for food and for rearing their offspring. While bees are visiting flowers

to collect nectar and pollen, they pollinate all different kinds of plants. They are an essential part of both our agricultural economy including home and wildlife. How important is Pollination to the crops? Dr. David Tarpy Entomologist with North Carolina State University says the value of bee pollinated crops varies, but studies indicate that about 90 crops in the United States depend on bees, for pollination. Overall colony loss in the winter of 2004 showed that 48% of colonies are where they are expected to be, while 24% are below normal. Bees will travel as far as 55,000 miles collect pollen and nectar, they will visit over 2.6 million flowers to produce one pound of honey. One out of every three mouthfuls of food we eat comes from bee pollinated plants. A Cornell University study says pollinated agricultural crops are valued at more than \$14.6 billion per year to our economy.

### For more information:

Martin Brewington  
Larry Wright  
North Carolina Cooperative Extension  
Program  
P.O. Box 2280  
Lumberton, North Carolina 28359

## Food Safety Outreach Training for North Carolina's Small Meat and Poultry Producers

A cooperative agreement was signed between North Carolina A&T State University and The Food Safety and Inspection Service (FSIS) to develop outreach efforts on food safety practices for small animal producers in North Carolina. This outreach project initiative was designed to implement food safety practices that are Hazard Analysis Critical Control Point-compatible at the production level. The specific objectives of this project were to: 1) obtain assistance from FSIS in developing the expertise needed to participate in training delivery; 2)

conduct a train-the-trainer conference/workshop on food safety practices for Cooperative Extension Field Employees; 3) host a conference/workshop on food safety practices for small producers at A&T, and 4) conduct an on-site demonstration at North Carolina A&T's Annual Cooperative Extension Field Day, and provide a public display at the National Small Farm Conference showing the outreach collaboration efforts between North Carolina A&T and FSIS. Outreach activities for this project are geared toward underserved small producers with limited resources. Specific production activities for this targeted group include: sanitation, biosecurity, feed and water safety, vaccination and health, rodent and insect control, and others. Implementation of practices will assist small producers in reducing microbial, physical, and chemical hazards during production and pre-slaughter stages.

**For more information:**

Willie Willis  
Ipek Goktepe  
Jimo Ibrahim  
North Carolina A&T State University  
1601 East Market Street  
Greensboro, North Carolina 27411

### **North Carolina's Specialty Crops Program**

This exhibit will feature the North Carolina Specialty Crops Program (SCP), a cooperative program between the College of Agriculture and Life Sciences at NC State University and the Marketing Division of the NC Department of Agriculture and Consumer Services. The exhibit will highlight SCP's Medicinal Herbs for Commerce Project, which began in 2004, when seventeen farmers across North Carolina were selected to receive technical assistance, seed, and a small grant to produce at least one acre of

California poppy, dandelion, purple coneflower, or valerian. Farmers kept records of their production methods and experiences as part of a research endeavor to assess the potential of medicinal herbs to be a viable crop for North Carolina. Thirty more farmers will participate in the program in 2005 and additional herbs will be produced. Many of the participants are current or former tobacco farmers looking for ways to diversify and increase the economic viability of their farms. Because of the growing demand for organic herbs, all the participating farmers are growing their herbs following the National Organic Program standards. Project staff work to develop markets for the herbs that are produced and help the farmers build lasting relationships with buyers from around the country. Websites:

[www.ncherb.org](http://www.ncherb.org);  
[www.ncspecialtycrops.org](http://www.ncspecialtycrops.org);  
[www.ncmedicinalherbs.org](http://www.ncmedicinalherbs.org);  
[www.ncorganic.org](http://www.ncorganic.org)

**For more information:**

Woody Woodward and Libby Hinsley  
NC State University/NC Specialty Crops Program  
Mountain Horticultural Crops Research and Extension Center  
455 Research Dr.  
Fletcher, NC 28732

### **The Sustainable Farming Program**

The Sustainable Farming Program at Central Carolina Community College in Pittsboro, NC is a unique and innovative program that addresses the training and education needs of new farmers. This program is unique in that the program focus is on sustainable and organic production and the typical instructor is an experienced farmer.

[http://www.cccc.edu/Programs/Sustainable\\_Agriculture.html](http://www.cccc.edu/Programs/Sustainable_Agriculture.html)

**For more information:**

Robin Kohanovich  
Central Carolina Community College  
764 West Street, CCCC  
Pittsboro, NC 27312

**Sustainable Agriculture  
Research and Education**

Since 1988, the Sustainable Agriculture Research and Education (SARE) program has helped advance farming systems that are profitable, environmentally sound and good for communities through a nationwide research and education grants program. The program is part of USDA's Cooperative State Research, Education, and Extension Service, is managed in partnership with regional land grant hosts, and funds projects and conducts outreach designed to improve agricultural systems.

**For more information:**

Sean McGovern  
USDA/SARE  
PO Box 82234  
Columbus, Ohio 43202

**Helping Small-scale and  
Part-time Farmers Evaluate  
Alternatives; the Agricultural  
Alternatives Project at  
Penn State**

To meet the educational needs of small-scale and part-time farmers, Penn State's College of Agricultural Sciences, with support from the USDA-Extension Service, the USDA-Risk Management Agency, and the Pennsylvania Department of Agriculture, has developed a set of 58 publications called "Agricultural Alternatives". Most of the publications introduce various alternative enterprises, while others discuss important farm management and marketing topics. The enterprise publications help producers evaluate alternatives by providing unbiased information on marketing,

production requirements, cost of production, and resource needs. Each four to eight page publication also has a list of references, trade and marketing association information, and mailing and web site addresses where more information can be obtained.

Over the past three years the project has issued several new and revised "Agricultural Alternatives" publications. They include farm risk management publications entitled *Starting or Diversifying an Agricultural Business*, *Developing a Business Plan*, *Agricultural Business Insurance*, *Cooperatives*, and *Financing Small and Part-time Farms*. New and revised enterprise publications include *Organic Vegetable Production*, *Boarding Horses*, *Introduction to Aquaculture*, *Apple Production*, *Peach Production*, *Partridge Production*, *Pheasant Production*, *Small-flock Turkey Production*, *Red Raspberry Production*, *Red Deer*, and *Watermelon Production*. Some "Agricultural Alternatives" publications now being developed or revised include enterprise leaflets on garlic, wine grapes, cantaloupe, rabbits, earthworms, elk, dairy goats, specialized lamb, feeder lamb, spring and fall lamb, accelerated lamb, and business management leaflets on enterprise budgeting, agritainment, and roadside marketing.

Over the years the project has also developed enterprise leaflets on accelerated lambing, asparagus, beef backgrounding, beef cattle feeding, beef cow-calf, beekeeping, bell peppers, bison, bobwhite quail, broccoli, cantaloupes, cucumbers, dairy beef, dairy goats, dairy heifers, earthworms, eggs, elk, emus, fallow deer, feeder lambs, highbush blueberries, holiday lambs, meat goats, milking sheep, onions, ostriches, partridges, pheasants, potatoes, pumpkins, rabbits, red deer, rheas, snap beans, spring lambs, strawberries, sweet corn, swine, tomatoes, and veal. There are also publications available on

enterprise budgeting, fruit and vegetable marketing, drip irrigation for vegetable production, and irrigation for fruit and vegetable production. Individual "Agricultural Alternatives" publications can be downloaded in Adobe Acrobat (pdf) format on-line at <http://agalternatives.aers.psu.edu>.

The Agricultural Alternatives Project is managed by Lynn F. Kime (extension associate in Agricultural Economics) and coordinated by Jayson K. Harper (professor of agricultural economics). If you have any questions about the Agricultural Alternatives Project, Lynn can be reached via e-mail at [lfk4@psu.edu](mailto:lfk4@psu.edu) or telephone at (717) 334-6271, ext. 313.

**For more information:**

Lynn F. Kime, Extension Associate  
Department of AERS  
Manager, Agricultural Alternatives Project  
670 Old Harrisburg Road  
Gettysburg, PA 17325-3404

### **The Grazing Lands Conservation Initiative**

"The Grazing Lands Conservation Initiative's (GLCI) mission is to provide high quality technical assistance on privately owned grazing lands on a voluntary basis and to increase the awareness of the importance of grazing land resources.

Established in 1991, GLCI is carried out through coalitions of individuals and organizations functioning at the local, state, regional and national levels. The coalitions include livestock producer organizations, scientific and professional grazing resource organizations, conservation and environmental groups, and state and federal natural resource and agriculture agencies."

**For more information:**

Kim Stine  
National GLCI Coordinator

USDA NRCS  
501 W. Felix St, Bldg. 23  
Ft. Worth, TX 76115

### **Perishable Agricultural Commodities Act - PACA**

The Perishable Agricultural Commodities Act, or PACA for short, is a Federal Law that provides protection to growers, shippers, distributors, and retailers dealing in fresh and frozen fruits and vegetables by prohibiting unfair and fraudulent trade practices, and by providing a forum that growers and others can use to settle commercial contract disputes. PACA is administered by the Agricultural Marketing Service of the U.S. Department of Agriculture and is funded almost entirely by license and complaint fees that are paid by companies that buy, sell, or broker commercial quantities of fruits and vegetables. This exhibit will tie directly into Mr. Coale's proposed presentation as a speaker (solicitation has been submitted) and provide detailed information on the various services of the PACA Program and other Fruit and Vegetable Programs such as Market News and Inspection Services. We will have hand outs and fact sheets available as well as CD's covering information on all Fruit & Vegetable programs.

**For more information:**

Basil W. Coale  
USDA-AMS PACA Branch  
8700 Centreville RD, Suite 206  
Manassas, VA 20110

### **Washington State University's Small Farms Team; Putting the Land Grant to Work for Family Farms**

Washington State University's Small Farms Team (SFT) engages in Extension, research, and teaching activities that benefit small- and mid-sized family-owned

farms. The 40 SFT members help our state's farmers and ranchers manage the new realities of small-scale agriculture. These producers face development pressure, increased costs, and competitive global markets, but also enjoy advantages that come with smaller scale production. They can more quickly adapt to emerging markets, tend to be viewed positively by their local communities, and are poised to benefit from increased demand for farm products that are sustainably grown. SFT members represent a wide variety of specialties, and are based in WSU programs, state agencies and non-profit organizations.

At the farm level, SFT members apply the latest research to enhance agricultural production and marketing options for profitable, environmentally sound farming. This includes traditional as well as new crop and livestock alternatives. At the community level, SFT members work with local partners to develop sustainable food projects, promote improved nutrition, and spur economic development through processing and marketing infrastructure. The team also helps to enhance farm viability by increasing consumer purchases of locally grown food.

To meet the needs of these growers, WSU's Small Farms Team has adopted the following goals:

- Build public support for agriculture
- Help farmers adopt practices that are sustainable—economically, socially and environmentally
- Unify farmers and consumers in developing local markets and community food access
- Preserve Washington farmland for food and fiber production

**For more information:**

Marcy Ostrom  
Washington State University  
7612 Pioneer Way East  
Puyallup, WA 98371

## The Economics of Organic and Grazing Dairy Farms

Ten Land Grant Universities plus Ontario have standardized accounting rules and data collection procedures to gather, pool, and analyze actual whole farm financial performance from many sustainable, small farming systems which previously lacked credible financial data that producers need for decision-making.

Over 150 individual management intensive rotationally grazing (MIRG) dairy farms contributed data to this project from 2000 through 2004. This is the largest and most comprehensive set of data for grazing dairy farms on the continent (this may also be true for the organic dairy farms which are a subset of the grazing data). Graziers are economically competitive.

The up-to-date conclusions of this USDA IFAFS grant can be accessed at <http://cdp.wisc.edu>.

Financial data in this report has been widely distributed to participating farmers, county extension agents, vocational-agricultural instructors, lenders and agricultural professionals both in and outside of the cooperating states.

Procedures here can be expanded beyond dairy farms, creating a new paradigm by which Land Grant Universities and other institutions use farm financial data to help farm families in all future enterprises.

**For more information:**

Kriegel, T. Endress, J. Tranel, L., Tigner, R., Heckman, Ed, Bivens, B., Taylor, P., Rudstrom, M., Rickard, T., Grace, J., Noyes, T., Little, C., Kyle, J., Williams, J.C., Molenhuis, J., Frank, G.

University of Wisconsin Center For Dairy Profitability  
1675 Observatory Drive  
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